CONTENTS TO VOLUME XXXVI

NUMBER 1 SPRING	1972
Life in Wartime Germany: Colonel Ohlendorf's Opinion Service Arthur L. Smith, Jr.	1
The Perpetuation of Racial Stereotypes: Blacks in Mass Circulation Magazine Advertisements	
J. David Colfax and Susan Frankel Sternberg	8
Stability and Change in Patterns of French Partisanship David R. Cameron	19
Further Evidence on Aging and Party Identification Norval D. Glenn and Ted Hefner	31
Political Climates and Party Choice of High School Youth Norris R. Johnson	48
Mass Media Use and Opportunity Structure in Rural Brazil Gordon C. Whiting and J. David Stanfield	56
Instrumental Response Strategies in Opinion Interviews Charles K. Atkin and Steven H. Chaffe	69
CURRENT RESEARCH	
The Changing Nature of Sex References in Mass Circulation Magazines Joseph E. Scott and Jack L. Franklin	80
Informal Medical Opinion Leadership among the Middle Aged and Elderly Alan Booth and Nicholas Babchuk	87
Parent-Child Consensus on Socioeconomic Data Obtained from Sample Surveys Roberta S. Cohen and Anthony M. Orum	95
On Studying Ethnicity Martin Plax	99
Methodological Bias in Public Opinion Surveys Frederick Wiseman	105
A Re-Examination of Factors Influencing the Evaluation of Assertions Santo J. Tarantino and Robert E. Jednak	109

The Lost-Letter Technique: A Scaling I D. M. Georgoff, B. J. Hersk		114
THE POLLS: Pollution and Its Costs	Hazel Erskine	120
News and Notes	Philip Harding	136
In Memoriam: Frederick F. Stephan	W. Phillips Davison	140
BOOK NOTES	Marc B. Glassman	141
NUMBER 2	SUMMER	1972
Elite Interviewing and Social Structure: Yugoslavia	An Example from Bogdan Denitch	143
Interviewing an Ultra-Elite	Harriet Zuckerman	159
The Agenda-Setting Function of Mass M Maxwell E. McComb	Media s and Donald L. Shaw	176
Anticipated Communication and Mass M Information-Seeking	Media Charles K. Athin	188
Television Soap Operas: What's Been C	Going on Anyway? Natan Katzman	200
Political Attitudes among American Wh	nite Ethnics Andrew M. Greeley	213
Polarization in Racial Attitudes	Sheldon G. Levy	221
Communication and Development: A I	Reconsideration F. Jane Marceau	235
CURRENT RESEARCH		
"Modeling Effects" in Survey Research Derek L. Phillip	s and Kevin J. Clancy	246
Increasing Mail Questionnaire Response the General Public	in Large Samples of Don A. Dillman	254
The Effect of Advance Notice in Mail Su Groups Robert J. Parsons an	rveys of Homogeneous d Thomas S. Medford	258
Is Keypunch Verification Really Necessary	y? Dorothy Nemanich	260
THE POLLS: Pollution and Industry	Hazel Erskine	263
News and Notes	Philip Harding	281
BOOK REVIEWS		
Erik Barnouw, The Image Empire	Robert B. Hudson	285

Harvey J. Levin, The Invisible Resource: U of the Radio Spectrum Ket	se and Regulation	286
Bernard Rosenberg and David Manning White Culture Revisited	ite, eds., Mass Kurt Lang	288
Takeo Furu et al., The Function of Television Adolescents	n for Children and Koya Azumi	290
A. H. Halsey and M. A. Trow, The British A. Wa	cademics igner Thielens, Jr.	292
Angus Campbell, White Attitudes toward Bl	ack People aymond W. Mack	293
International Studies of Values in Politics, V		294
Guiseppe di Palma, Apathy and Participation Western Societies Step		297
William C. Mitchell, Why Vote?	Harold F. Gosnell	299
NUMBER 3	FALL 1	972
Communications Research and Public Policy	arold D. Lasswell	301
Public Opinion Research as Communication W	. Phillips Davison	311
Political Socialization in the American Famil Re-examined		323
Dissecting the Generation Gap: Intergeneration Intrafamilial Similarities and Differences Lucy N. Friedman, Alice R. Gold, and	n'i i ci i i	334
Attitudes vs. Actions versus Attitudes vs. Atti	77 1 C 1	347
Predicting Behavior from Attitudes A	llan G. Weinstein	355
The Strength in Weak Ties William T. Liu and	l Robert W. Duff	361
Alchemy in the Behavioral Sciences	Hillel J. Einhorn	367
Minimum-Error Scalogram Analysis	Albert Chevan	379
Canadian Attitudes toward the U.S. Presence J. Alex Murray and	l Mary C. Gerace	388

PROCEEDINGS OF THE TWENTY-SEVENTH A THE AMERICAN ASSOCIATION FOR PUBLIC (See detailed table of contents	OPINION RESEARCH	
THE POLLS: Gun Control	Hazel Erskine	455
News and Notes	Philip Harding	470
In Memoriam: Harwood L. Childs, 189	8-1972 John B. Whitton	475
BOOK REVIEWS		
Eve Weinberg, Community Surveys with A Handbook	Local Talent: Allen H. Barton	476
Report of the Sloan Commission on Cab On the Cable: The Television of A		458
Michael Kane, Minorities in Textbooks:		470
Treatment in Social Studies Texts	John A. Morsell	479
N. George Gordon, Persuasion: The The Manipulative Communication	eory and Practice of Alan C. Elms	481
Anthony M. Platt, The Politics of Riot C	Commissions John B. McConahay	402
Thomas M. Franck and Edward Weisbar Verbal Strategy among the Superpos		484
Conrad Joyner, The American Politician		
	Lewis Anthony Dexter	486
Mathew Radom, The Social Scientist in A	lmerican Industry Herbert E. Krugman	487
John A. Howard and Jagdish N. Sheth, a Behavior	The Theory of Buyer	
George S. Day, Buyer Attitudes and Bran	d Choice Behavior Thomas E. Neman	488
NUMBER 4	WINTER 1972-	1973
Warning: The Surgeon General Has I Violence Is Moderately Dangerous to Health		491
The Professional Values of American Ne John W. C. Johnstone, E.		522

Status Consistency and Consistency of Political Beliefs D. Stanley Eitzen	541
Computer Simulation of State Electorates Ronald E. Weber, Anne H. Hopkins, Michael L. Mezey, and Frank J. Munger	549
Policy Applications of Public Opinion Research in the Soviet Union Ellen Michiewicz	566
CURRENT RESEARCH	
White Attitudes toward Racial Integration and the Urban Riots of the 1960's Gwen Bellisfield	579
White Parental Acceptance of Varying Degrees of School Desegregation: 1965 and 1970	0
Melvin J. Knapp and Jon P. Alston	585
Construction of a Race Item for Survey Research Alan E. Bayer	592
Agreement between "Inaccessible" Respondents and Informants <i>Eleanor Singer</i>	603
The "Vietnam Analogy:" Student Attitudes on War Roger B. Handberg, Jτ.	612
THE POLLS: Pacifism and the Generation Gap Hazel Erskine	616
News and Notes Philip Harding	628
BOOK REVIEWS	
Olav Stokke, ed., Reporting Africa: In African and International Mass Media Marshall H. Segall	634
Everett M. Rogers with F. Floyd Shoemaker, Communication of Innovations: A Cross-Cultural Approach Gordon Whiting	636
Detlev Grieswelle, Propaganda der Friedlosigheit: Eine Studie zu Hitler's Rhetorik 1920-1933 Hans Speier	637
Derek L. Phillips, Knowledge from What? Theories and Methods in Social Research John Lofland	638
Carol H. Weiss, Evaluation Research: Methods of Assessing Program Effectiveness Francis G. Caro	640
Richard L. Merritt, ed., Communication in International Politics Henry Barbera	641

Charles O. Jones, The Minority Party in Congress	
Robert J. Huckshorn	64
Joseph Napolitan, The Election Game and How to Win It	
Dan Nimmo	644
Charles C. Moskos, Jr., ed., Public Opinion and the Military	
Establishment Albert D. Biderman	645
INDEX	647

